

## ABSTRACT OF THE DISCLOSURE

Data mining for managing marketing resources is disclosed. In one embodiment, a method for managing a marketing campaign includes the following. First, the method provides a data mining engine capable of being trained with training data and capable thereof of performing inference relative to the training data and on future data. Next, the method provides a user database defining observed characteristics of each one of a set of users. The characteristics include at least one of one or more user's attributes, and one or more of the user's preferences. Finally, the data mining engine is trained with a set of training data comprising the user data base, and a predetermined characteristic pertaining to the market campaign is input to the engine, such that, in response to the input, a subset of the users in the database is obtained that have the highest correlation to the characteristic.

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